CORPORATE STARTUP STARS

Mind the Bridge, in collaboration with the International Chamber of Commerce (ICC), the 100 y.o. institution representing more than 45M businesses worldwide", annually elaborates the "Corporate Startup Stars" list – a ranking of more 'startup-friendly' global corporates.

Awarded companies have gone the extra mile to establish mutually-beneficial partnerships with startups – whether through procurement/licensing/partnerships, accelerators, direct investment, acquisitions or other dedicated internal programs.

HOW TO FILL IN THE

CORPORATE STARTUP STARS APPLICATION

- Applications should be done at Group level, consolidating all the multiple innovation activities that corporates are running through all their different entities/ BUs (CVCs, special vehicles, ...)
- You can use this offline template in order to know which information you need to gather.
- To submit your application, the information needs to be sent through the <u>form in</u> <u>our webpage</u>.
- The application needs to be done all at once (we cannot save your progress for privacy reasons).
- Not all the questions are mandatory, and the system will automatically exclude those that are not relevant, based on your previous answers.



GENERAL	
Company name	
Location of HQ (Country)	
Vous Company's wabaits	
Your Company's website	
Year of your Company' establishment	
Your Company's sector	
Your full name	
Your role and department in your Company	
Tour role and department in your company	
Work email	
Your Company's yearly revenues	
□ <i>€0M-10M</i>	
□ <i>€10M-50M</i>	
□ €50M-100M	
□ €100M-250M □ €250M-500M	
□ €250IVI-500IVI	
□ <i>€500M-1B</i>	
□ €500M-1B □ €1B+	
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□ €1B+ Mind the Bridge	
□ <i>€1B+</i>	
□ €1B+ Compared to 5 years ago, revenues are:	
□ €1B+ Mind the Bridge Compared to 5 years ago, revenues are: □ Increased	
□ €1B+ Mind the Bridge Compared to 5 years ago, revenues are: □ Increased □ Stable	
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□ €1B+ Mind the Bridge Compared to 5 years ago, revenues are: □ Increased □ Stable □ Decreased	
□ €1B+ Compared to 5 years ago, revenues are: □ Increased □ Stable □ Decreased Headcount	
Compared to 5 years ago, revenues are: □ Increased □ Stable □ Decreased Headcount □ 0-10 □ 10-50 □ 50-100	
☐ €1B+ Mind the Bridge	
☐ €1B+ Compared to 5 years ago, revenues are: Increased Stable Decreased Headcount 0-10 10-50 50-100 100-250 250-500	
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Compared to 5 years ago, revenues are: Increased Stable Decreased Headcount 0-10 10-50 50-100 100-250 250-500 500-1000 1000+ Compared to 5 years ago, headcount is: Increased Stable Decreased EBITDA (as % of revenues) 0-5% 5-10%	



□ 30-50% □ 50%+

- □ Stable
- □ Decreased

	20-40%
	40-60%
	60-80%
	80-100%
Со	mpared to 5 years ago, international revenues are:
	Increased
	Stable
	Decreased
R&	D annual expenses (as % of revenues)
	0-5%
	5-10%
	10-15%
	15-20%
	20-25%
	25-30% 30%+
	mpred to 5 years ago, R&D annual expense is:
	Stable
	Decreased
	Internal
1-	innovation part of of the same values / reississ statement of
	innovation part of of the core values / mission statement of you mpany?
	Never been mentioned
	Is is not explicitly mentioned, but implied
	Yes, but it is not among our priorities
	Yes, it is one of the top 3 priorities
	Van de la thoronomie control and the control of the
	Yes, it is the core value driving the decision making
	res, it is the core value ariving the decision making
	Yes, it is the core value driving the decision making Mind the Bridge
Do	es your Company's top exec (CEO / Owner) refer frequently
Do ab	Mind the Bridge des your Company's top exec (CEO / Owner) refer frequently out innovation as key driver of growth?
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	es your Company's top exec (CEO / Owner) refer frequently out innovation as key driver of growth? Never Occasionally Yes, but only during major events
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	Lam not ours where it reports to
	I am not sure where it reports to
	Reports to an operating group at least two levels under the Area Directors / CxOs
	Reports to one of the CxOs / Area Directors
	Reports to a specific innovation committee with several CxOs / Area Directors
	Reports directly to the CEO
	hat best describes your Company's process for open innovation tivities?
	No process in place (yet)
	Various ad hoc processes
	An established process in place, but people are not aware of it
	An established process in place, but people do not always use it
	An establiched process in place, that is known and used across the organisation
	pes your Company have specific KPIs to measure open novation activity?
	No
	We use the same KPIs as for our regular business
	Yes, some specific KPIs, but not universally applied
	Yes, specific and dedicated KPIs but they are not as relevant as the ones for regular business
	Yes, clearly structured and relevant KPIs in place
	pes your Company have a roadmap of the areas / verticals / Pallenges it wants to explore through innovation in the next year?
	No
	It is being discussed, but not formalised in a roadmap
	We have a roadmap, but it is not actively used
Ш	Yes, we have a clear roadmap for the next year Yes, we have a clear roadmap that is structurally implemented
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	Mind the Bridge be innovation measures considered in your Company's incentive ompensation programme?
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Ho	w does your Company deal with failure?
	Failure is not tolerated, who fails is fired
	There is little tolerance for failure, who fails is penalized
	There is moderated tolerance for failure, but it is not openly discussed
	Failure is tolerated, openly discussed and used for improvements, but not in a structured way
	Failure is fully accepted and we have a structured programme for discussing and learning from it
	w would the majority of employees describe the internal risk petite when it comes to new projects across the organization?
	Close to zero
	Minimal, only low-risk projects are considered
	Moderate, new projects are considered but risk is discouraged Quite good, there is a clear willingness to try new projects
	High risk projects trend to be encouraged
To	what extent are employees encouraged to spin out?
	It is discouraged
	It is not explicitly discouraged
	It is not encouraged, but not discouraged either
	People are encouraged to spin out but not specifically supported
	People are encouraged to spin out and receive active support to do so
	Mind the Bridge
	Mind the Bridge
E)	Mind the Bridge KTERNAL
Нс	KTERNAL
Нс	KTERNAL w many startups does your Company screen per year? None Occasionally a few
Hc	KTERNAL w many startups does your Company screen per year? None Occasionally a few 10-50
Hc	XTERNAL w many startups does your Company screen per year? None Occasionally a few 10-50 50-250
Hc	W many startups does your Company screen per year? None Occasionally a few 10-50 50-250 250-1000
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Ha	W many startups does your Company screen per year? None Occasionally a few 10-50 60-250 250-1000 1000-2500 2500+ W many startups does your Company filter per year? None Occasionally a few 0-10 10-50 60-100 100-200 200+ W does your Company get in contact with those startups? By chance Occasionally, during startup events
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Ha	W many startups does your Company screen per year? None Occasionally a few 10-50 50-250 2250-1000 1000-2500 22500+ W many startups does your Company filter per year? None Occasionally a few 0-10 10-50 50-100 100-200 200+ W does your Company get in contact with those startups? By chance Occasionally, during startup events Regularly, during startup events organized by us
Ha	W many startups does your Company screen per year? None Occasionally a few 10-50 50-250 250-1000 1000-2500 2500+ W many startups does your Company filter per year? None Occasionally a few 0-10 10-50 50-100 100-200 200+ W does your Company get in contact with those startups? By chance Occasionally, during startup events Regularly, during startup events Regularly, during startup events organized by us We have a structured scouting process
Ho	W many startups does your Company screen per year? None Occasionally a few 10-50 50-250 250-1000 1000-2500 2500+ W many startups does your Company filter per year? None Occasionally a few 0-10 10-50 50-100 100-200 200+ W does your Company get in contact with those startups? By chance Occasionally, during startup events Regularly, during startup events



☐ Globally (entire world)

П	No We are planning to visit
	We visit regularly
	We have a person there
	We have a structured innovation unit
	vve have a structured innovation drift
	which innovation hubs do you have a structured innovation
pr	esence (at least one full-time person, not mere sales)?
	Silicon Valley
	Israel
	Singapore
	ow are your organisation's startups acceleration activities
or,	ganised?
	We don't have any acceleration activities
	We don't have any acceleration activities, but they are planned
	Organised by third parties (e.g. Techstars, Startupbootcamp)
	A combination of our own and third party accelerator
	We have our own accelerator
Н	ow many startup does your Company accelerate per year on
	rerage?
	None
	1-10
	10-25
	25-50
	50+
	Mind the Bridge
	Mind the Bridge
	Mind the Bridge
W	
W ₁	hich applicants is the acceleration programme open to?
<i>W</i>	hich applicants is the acceleration programme open to? Domestic startups (your own country)
<i>W</i> .	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent)
<i>W</i> :	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent)
<i>W</i>	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent)
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	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world)
Plo	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluati
Plo	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the continent) ow many POCs / Pilots with startups do you run per year?
Plo	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the continent) ow many POCs / Pilots with startups do you run per year? None 1-3
Plo	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the continent) ow many POCs / Pilots with startups do you run per year? None 1-3 3-5
Plo	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the program of the prog
Plo	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the program of the prog
PI	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the continent) ow many POCs / Pilots with startups do you run per year? None 1-3 3-5 5-10 10-15 15-20
Plo	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the program of the prog
	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the continent) ow many POCs / Pilots with startups do you run per year? None 1-3 3-5 5-10 10-15 15-20
	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) Pease name one or more success stories (important for evaluation of the programme of the programme one or more success stories) Pow many POCs / Pilots with startups do you run per year? None 1-3 3-5 5-10 10-15 15-20 20+
	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the continent) by many POCs / Pilots with startups do you run per year? None 1-3 3-5 5-10 10-15 15-20 20+ by many startups have started a long term collaboration?
	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation of the continent) ow many POCs / Pilots with startups do you run per year? None 1-3 3-5 5-10 10-15 15-20 20+ ow many startups have started a long term collaboration? None
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	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation) Dow many POCs / Pilots with startups do you run per year? None 1-3 3-5 5-10 10-15 15-20 20+ Dow many startups have started a long term collaboration? None 1-3 3-5
	hich applicants is the acceleration programme open to? Domestic startups (your own country) Regional startups (your own Continent) International startups (more than one Continent) Global startups (entire world) ease name one or more success stories (important for evaluation) DOW many POCs / Pilots with startups do you run per year? None 1-3 3-5 5-10 DOW many startups have started a long term collaboration? None 1-3 3-5 5-10

Ho	om startups (per year, average)?
	None
	<€1M
	<i>€1M-5M</i>
	<i>€5M-25M</i>
	<i>€25M-50M</i>
	€50M-100M
	€100M+
1/1/	here are the startups you engaged through procurement based
	Domestic startups (your own country)
	Regional startups (your own Continent)
	International startups (more than one Continent)
	Global startups (entire world)
Pl	ease name one or more success stories (important for evaluation
Di	d your Company invest in startup companies?
	Never
	No, but we are open to it
	Once in the last 2 years
	Once in the last 2 years More than once in the last 2 years
	More than once in the last 2 years
Ш	Regularly
	Mind the Bridge
If .	so, how much does your Company invest in startup companies
If o	
If pe	so, how much does your Company invest in startup companies
If pe	so, how much does your Company invest in startup companies er year (average last 3 years)?
If pe	so, how much does your Company invest in startup companies er year (average last 3 years)?
	so, how much does your Company invest in startup companies er year (average last 3 years)? None <€1M
	so, how much does your Company invest in startup companies er year (average last 3 years)? None <€1M €1M-5M €5M-25M
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €20M+ Des your Company have a dedicated CVC (Corporate Venture
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €25M-25M €25M-100M €100M+
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €20M+ Des your Company have a dedicated CVC (Corporate Venture
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €50M-100M €100M+ Des your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size?
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €50M-100M €100M+ Des your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size? No
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €50M-100M €100M+ Des your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size? No No, we invest off-balance
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €50M-100M €100M+ Des your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size? No No, we invest off-balance Yes, €1M-10M
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €50M-100M €100M+ Does your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size? No No, we invest off-balance Yes, €1M-10M Yes, €10M-50M
	so, how much does your Company invest in startup companies or year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €50M-100M €100M+ Des your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size? No No, we invest off-balance Yes, €1M-10M Yes, €50M-100M
	So, how much does your Company invest in startup companies or year (average last 3 years)? None <\{\cite{1}M} \{\cite{2}M-5M} \{\cite{2}5M-50M} \{\cite{5}0M-100M} \{\cite{1}00M+} Des your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size? No No, we invest off-balance Yes, \{\cite{1}M-10M} Yes, \{\cite{1}0M-50M} Yes, \{\cite{5}0M-100M} Yes, \{\cite{2}00M+}
	so, how much does your Company invest in startup companies er year (average last 3 years)? None <€1M €1M-5M €5M-25M €25M-50M €50M-100M €100M+ Des your Company have a dedicated CVC (Corporate Venture apital)? And if so, what is the fund size? No No, we invest off-balance Yes, €1M-10M Yes, €10M-50M Yes, €50M-100M
	So, how much does your Company invest in startup companies or year (average last 3 years)? None <\\(\cdot 1M \) \(\cdot 25M \) \(\cdot 20M \) \(\cdot 25M \) \(\cdot 25
	So, how much does your Company invest in startup companies by year (average last 3 years)? None <\{\infty{1} M \\ \epsilon \
	So, how much does your Company invest in startup companies or year (average last 3 years)? None </td
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	So, how much does your Company invest in startup companies or year (average last 3 years)? None !!!</td
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□ Never	Company acquire startup companies?
□ No, but we □	are open to it
☐ Once in the	e past
□ Once in the	e last 2 years
☐ More than	once in the last 2 years
☐ Regularly	
	much did your organisation spend on average per year acquisitions?
□ None	
□ <€1M	
□ €1M-5M	
	1
☐ €100M+	,
Where are	the startups you acquired based?
	tartups (your own country)
	artups (your own Continent)
	al startups (more than one Continent)
	tups (entire world)
Please na	me one or more success stories (important for evaluation
7.70000770	The error or there eached elerror (mile error er aradice
	Mind the Bridge
	Mind the Bridge
	Mind the Bridge
CLOSIN	Mind the Bridge GREMARKS
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Please inconstruction Please gives benefits to	IG REMARKS licate the areas / verticals you are interested to look at from startups. re an example of a success story - including mutual to both the corporate and startup.
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Please incommon property in the second proper	Isolate the areas / verticals you are interested to look at from startups. The an example of a success story - including mutual to both the corporate and startup. The a case of failure - pointing out lessons learned.
Please indinnovation Please give benefits to give please give give please give give please give pleas	IG REMARKS licate the areas / verticals you are interested to look at from startups. re an example of a success story - including mutual to both the corporate and startup.
Please incommon please gives benefits to the please gives gives please gives gives please gives gives gives gives gives gives gives gives gives give	Isolate the areas / verticals you are interested to look at from startups. The an example of a success story - including mutual to both the corporate and startup. The a case of failure - pointing out lessons learned. The any feedback about this survey, or comments you we
Please incommon please gives benefits to the please gives gives please gives gives please gives gives gives gives gives gives gives gives gives give	Isolate the areas / verticals you are interested to look at from startups. The an example of a success story - including mutual to both the corporate and startup. The a case of failure - pointing out lessons learned. The any feedback about this survey, or comments you we
Please indinnovation Please give benefits to Please give If you have	Isolate the areas / verticals you are interested to look at from startups. The an example of a success story - including mutual to both the corporate and startup. The a case of failure - pointing out lessons learned. The any feedback about this survey, or comments you we